Agile Innovation Sonar

/// A Mergeflow Ambit Solution ///

A technology radar analyzes and visualizes the state-of-the-art of emerging technologies. Typically, enterprises commission external consultants to make the technology radar. The end product is a slide deck.

Currently, technology radars are made in a highly manual, non-scalable, non-continuous process. Very often, they do not convey actionable information because it is not possible to zoom in on concrete data points for validation.

Mergeflow's **Agile Innovation Sonar** takes a new approach. It uses software for many things that consultants do manually (e.g. collect and prepare data). The result is a live SaaS solution that is **agile**, **continuous**, **scalable**, and that allows access to underlying data, so that the user can **draw their own, actionable conclusions**.

The Agile Innovation Sonar goes beyond what traditional technology radars can do
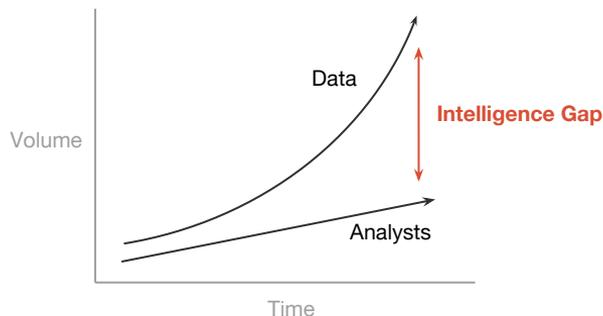
Traditional Technology Radar

Not scalable: The highly manual, consultants-based approach is outpaced by the intelligence gap, cf. chart below.

Not continuous: The traditional approach is a snapshot in time. It cannot consider innovations that emerge after or between projects.

Anecdotal: No access to underlying data. Instead you have to rely on others' judgments. For example, if an innovation is labeled as "watch" vs. "act", it is not possible to verify the data that underlie this judgment.

Naive: The traditional technology radar ignores cross-dependencies between topics. For example, "autonomous vehicles" and "edge computing" probably depend on each other but the traditional approach treats both innovations as if they were independent.

Agile Innovation Sonar

Scalable: The machine-augmented approach automates many things that consultants do manually, such as collect and prepare data.

Continuous: 24/7, Mergeflow collects and analyzes new incoming data. This enables you to discover emerging innovations anytime.

Actionable and verifiable: For every visualization or analysis, Mergeflow lets you access all underlying data, not just an anecdotal example or two. This enables you to make up your own mind, rather than rely on intermediaries.

Context-aware: Mergeflow uses algorithms to explore relations between vast numbers of topics. This lets you discover and trace how innovations may depend on each other, as well as how innovations relate to your own business.

Data

Intelligence Gap

Volume

Analysts

Time

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How the Agile Innovation Sonar works

(1) Identify

"What innovations should my Sonar explore?"

Often, candidate innovations to watch are more or less known already. If not, Mergeflow supports the discovery of new topics e.g. through analyzing markets (discover new markets for existing solutions), venture backed companies (discover new business models and solutions), and technology blogs (discover cutting-edge research). Furthermore, topics discovered in Steps (2), (3), and (4) of the Agile Innovation Sonar can feed into this step as well.

(2) Check Dependencies

"How do innovations relate to each other? How do they relate to my business?"

Mergeflow uses algorithms to explore vast numbers of possible topic or innovation combinations. This lets you identify how different innovation topics relate to each other, or to your own business (e.g. business units, products, or solutions).

Example: *"How do all these Renewable Energy innovations relate to our business units 'Clean Water', 'Urban Infrastructure', 'FMCG Production'?"*

(3) Prioritize

"How should I prioritize activities?"

Use the existing Mergeflow Topic Triage tool for this step.

Example: *"Which machine learning application has the greatest momentum across R&D and business currently?"*

(4) Monitor & Share

"How do innovations emerge over time? How can I share my Sonar within my organization?"

Mergeflow users can subscribe to weekly updates for their topics, via Mergeflow's 'Weekly 360' tool.

Live SaaS dashboards are implemented as configured software solutions, on top of Mergeflow's API. These dashboards are intended to be consumed either on big wall-mounted displays, or on tablets (e.g. iPad).

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The Agile Innovation Sonar makes economic sense

Reduce implementation time

The underlying data collection and analytics platform is already there. This means that the bulk of the work has been done already.

No rollouts

The Agile Innovation Sonar is a subscription-based SaaS software that runs in your browser. All updates are available instantly, without rollouts or complicated service plans.

Lower total cost of ownership

We develop and maintain the underlying analytics platform for everybody, not just for you. This drastically reduces your total cost of ownership, compared to a fully customized solution.

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Why go beyond reports?

"*The example I often give here is of a VP of Something or Other in a big company who every month downloads data from an internal system into a CSV, imports that into Excel and makes charts, pastes the charts into PowerPoint and makes slides and bullets, and then emails the PPT to 20 people. Tell this person that they could switch to Google Docs and they'll laugh at you; tell them that they could do it on an iPad and they'll fall off their chair laughing. But really, that monthly PowerPoint status report should be a live SaaS dashboard that's always up-to-date, machine learning should trigger alerts for any unexpected and important changes, and the 10 meg email should be a Slack channel. Now ask them again if they want an iPad.*"

--Benedict Evans, Andreessen Horowitz

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